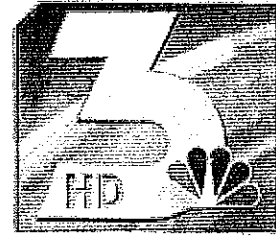


## ORDER



KSNV

## Orders

Order / Rev: 101894  
 Alt Order #: 06815352  
 Product Desc: OCEGUERA 4 CONGRESS  
 Estimate: 1188  
 Flight Dates: 10/23/12 - 10/29/12  
 Original Date / Rev: 05/21/12 / 05/25/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

## Agency

Name: GMMB, Inc./ Washington D.C.  
 Buying Contact:  
 Billing Contact:  
 1010 Wisconsin Ave. NW  
 Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

## Advertiser

Name: Ocegüera for Congress  
 Demographic: A35+  
 Product Codes: PLC02  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	58	\$19,235.00	\$16,349.75
10/29/12	10/29/12	11	\$3,125.00	\$2,656.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	58	\$19,235.00	\$16,349.75	0.00
November 2012	11	\$3,125.00	\$2,656.25	0.00
Totals	69	\$22,360.00	\$19,006.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	20%	\$22,360.00
Market	100%	\$111,800.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$29,068.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$23,478.00
KTUD	1%	\$1,118.00
KVVU	22%	\$24,596.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$11,180.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/29/12	M-F 5-6a WakeUp w/Wa@M	5-6a		MTWTF--	:30	4	\$135.003		0.00	NM	4	\$540.00
				M-F 5-6a WakeUp w/Wagners											

WAKE UP WITH THE WAGNERS

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 101894  
 Alt Order #: 06815352  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Ocegura for Congress  
 Product Desc: OCEGUERA 4 CONGRESS  
 Estimate: 1188

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/29/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	4	\$135.003		0.00	NM	4	\$540.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					4	\$135.00		0.00			
E 2	KSNV	10/23/12	10/29/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	5	\$275.003		0.00	NM	5	\$1,375.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					5	\$275.00		0.00			
E 3	KSNV	10/23/12	10/29/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$300.003		0.00	NM	5	\$1,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					5	\$300.00		0.00			
E 4	KSNV	10/28/12	10/28/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$150.003		0.00	NM	1	\$150.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$150.00		0.00			
E 5	KSNV	10/28/12	10/28/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$340.003		0.00	NM	1	\$340.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$340.00		0.00			
E 6	KSNV	10/23/12	10/29/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	3	\$150.003		0.00	NM	3	\$450.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					3	\$150.00		0.00			
E 7	KSNV	10/23/12	10/29/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	3	\$100.003		0.00	NM	3	\$300.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					3	\$100.00		0.00			
E 8	KSNV	10/23/12	10/29/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	2	\$100.003		0.00	NM	2	\$200.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					2	\$100.00		0.00			
E 9	KSNV	10/23/12	10/29/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$150.003		0.00	NM	2	\$300.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					2	\$150.00		0.00			
E 10	KSNV	10/23/12	10/29/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$100.003		0.00	NM	3	\$300.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					3	\$100.00		0.00			
E 11	KSNV	10/28/12	10/28/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$175.003		0.00	NM	1	\$175.00
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$175.00		0.00			
E 12	KSNV	10/23/12	10/29/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$175.003		0.00	NM	3	\$525.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					3	\$175.00		0.00			
E 13	KSNV	10/23/12	10/29/12		CM	4-430p	MTWTF--	:30	3	\$250.003		0.00	NM	3	\$750.00

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 Estimate: 1188

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News 3 at 4 News 3 at 4															
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					3	\$250.00		0.00			
E 14	KSNV	10/23/12	10/29/12	News 3 at 430pm News 3 at 4:30PM	CM	430-5pm	MTWTF--	:30	3	\$250.003		0.00	NM	3	\$750.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					3	\$250.00		0.00			
E 15	KSNV	10/23/12	10/29/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	6	\$375.003		0.00	NM	6	\$2,250.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					6	\$375.00		0.00			
E 16	KSNV	10/23/12	10/29/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	5	\$350.003		0.00	NM	5	\$1,750.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					5	\$350.00		0.00			
E 17	KSNV	10/23/12	10/29/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	4	\$225.004		0.00	NM	4	\$900.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					4	\$225.00		0.00			
E 18	KSNV	10/27/12	10/27/12	Wknd Jeopardy SAT/Jeopardy	CM	630-7pm	-----S-	:30	1	\$150.003		0.00	NM	1	\$150.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$150.00		0.00			
E 19	KSNV	10/29/12	10/29/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$850.003		0.00	NM	1	\$850.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$850.00		0.00			
E 20	KSNV	10/24/12	10/24/12	Wed PR 9-10p Wednesday Prime 9-10pm	CM	9-10pm	--W----	:30	1	\$850.003		0.00	NM	1	\$850.00
ROCK CENTER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$850.00		0.00			
E 21	KSNV	10/26/12	10/26/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	-----F--	:30	1	\$750.003		0.00	NM	1	\$750.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----F--					1	\$750.00		0.00			
E 22	KSNV	10/23/12	10/29/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	4	\$375.003		0.00	NM	4	\$1,500.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					4	\$375.00		0.00			
E 23	KSNV	10/27/12	10/27/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$350.003		0.00	NM	1	\$350.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$350.00		0.00			
E 24	KSNV	10/28/12	10/28/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$350.003		0.00	NM	1	\$350.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$350.00		0.00			
E 25	KSNV	10/23/12	10/29/12		CM	1135p-1237a	MTWTF--	:30	3	\$185.003		0.00	NM	3	\$555.00

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 Estimate: 1188  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Tonight Show											
				Tonight Show											
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			3		\$185.00		0.00				
E 26	KSNV	10/27/12	10/27/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$450.003		0.00	NM	1	\$450.00
				Saturday Night Live											
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-			1		\$450.00		0.00				
E 27	KSNV	10/28/12	10/28/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$4,000.003		0.00	NM	1	\$4,000.00
				NFL Football											
SUN NT FB: N ORLEANS @ DEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$4,000.00		0.00				
													Totals	69	\$22,360.00